



International Journal of Geography and Geology

journal homepage: <http://www.pakinsight.com/?ic=journal&journal=10>



TOURISM ADVERTISEMENT MANAGEMENT AND EFFECTIVE TOOLS IN TOURISM INDUSTRY

Hassan Salehi

Young Researchers and Elite Club, Shahriyar Branch, Islamic Azad University, Shahriyar, Iran

Morteza Farahbakhsh

Assistant Professor, Faculty of Arts, National University of Semnan, Iran

ABSTRACT

The definition of tourism “is the travel for recreational, leisure, family or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country”. Tourism as an industry, in today’s modern language is a means of global communication between nations and travelers of all countries, introducing them to the various cultures and societies abroad, as well there history, ancient, historical sites, and languages. Hence, advertising overall has become a tool of necessity in this ever-growing global industry.

Given that, tourism is a part of the infrastructure of any country’s economy the growth and development of tourism is of great importance. Advertising plays a vital and is a crucial tool in developing the countries tourism by attractively presenting the nations points-of-interests, historical and cultural. Advertising has a central role in expanding this industry, generating economic growth in this area, as well as creating direct and indirect employment, but most importantly a creative innovating competition in the national and international travel industry. Importantly, to achieve a successful tourist industry, the Travel Agencies and governmental offices of the Ministry’s of Tourism and Business must work hand-in-hand to attain these goals.

This article shows the impact of the various media and advertising methods used in tourism, which assisted in identifying the correct tool for expanding the country’s industry of tourism. The results of this study illustrated that the appropriate tools for promotional strategies to attract domestic and foreign traveler’s, found to be the most effective were, handbook, internet advertising, TV, brochures, newspapers.

© 2014 Pak Publishing Group. All Rights Reserved.

Keywords: Tourism , Advertisement management, Tourism industry.

Contribution/ Originality

This paper introduced most popular effective tools in tourism industry such as slogan, logo, etc. In fact, it shown some countries which use these methods in their tourism industry can get more visitors in contrast to others and today most of countries use these effective tools.

1. INTRODUCTION

Today's, tourism has become a multinational business of global importance. This of course is due to today's Worldwide Web, a new era in social interaction and culture solely built around this medium, triggered in (Moradkhani, 2014). Tourism is one of the most profitable and lucrative industries, which create a bastion of economical (fiscal growth), private business, and human resources available to any country's economy, not mention the worldwide popularity of the country involved in this advertising. It is generally acknowledged, that Iran's economic growth and industrial development occurred after establishment of the petroleum and automobile industries followed by a comprehensive program for international tourism. Today's, tourism has become a multinational business of global importance. This of course is due to today's Worldwide Web, a new era in social interaction and culture solely built around this medium, triggered in (Ibrahimi and Associates, 2009). Tourism is one of the most profitable and lucrative industries, which create a bastion of economical (fiscal growth), private business, and human resources available to any country's economy, not mention the worldwide popularity of the country involved in this advertising. It is generally acknowledged, that Iran's economic growth and industrial development occurred after establishment of the petroleum and automobile industries followed by a comprehensive program for international tourism. Iran is listed as one the first 10 countries of the world for travel, and is one of the most interesting countries in the world and in terms of tourist attractions, society, history, historical site (Persepolis). The handicrafts of precious and semi-precious metal and of course the famous Khatam Kari from the artesian of Esfahan; these make Iran one of the top five 'must-see' countries (Salehi, 2014). Tourism is so important in countries where ancient civilization once existed, their remains of these ancient cities with their natural beauty and history that attract the potential tourists.

Hence, we realize the importance of advertising and the affect it has on the Advertising must present the area to be visited as "the-place-to-visit", the benefits if any, and positive images of the area, as well as and modifying the travelers behavior, i.e., purchasing the memorabilia created by the venders of the sites visited. Therefore, it is a necessity, that the tourism professional use an optimal method of advertising to achieve his/her goals (Ibrahimi and Associates, 2009).

The question is what tools should be used to advertise?

Which of these tools is the most effective, and what are effective methods of informing tourists in order of importance? In this study, using analytical - descriptive answers to the above questions were used in an effort to get to the issue. The method used for collecting data was the library.

2. MATERIALS AND METHODS

2.1. Tourism and Its Role in National Development

Nowadays, tourism is a part of the infrastructure of any country's economy the growth and development of tourism is of great importance. Tourism is one of the most profitable and lucrative industries, which create a bastion of economical (fiscal growth), private business, society, and human resources, direct and indirect, full-time and seasonal employment growth, much like that of like the petroleum industry. This study felt it was necessary to consider the tourism affect on the ramifications of the long-term macro industries such as the agricultural and light industry's return on their fiscal gain, after staffing and investments were made, the financial gain should not take long (Ibrahimi and Associates, 2009).

In recent years, travel and longer trips have increased, due to the comfort and to the ease and comforts of the new aircraft used in today's travel industry, and the expansion and efficiency of the travel agencies, not to mention the increased advertising of the tourist bureaus. After World War II, aviation would completely alter our way of traveling, in the past, most travel was accommodated by cars, and most vacation travel was done locally and/or nationally (Rahimi and Mohammad, 2012). In 1950, twenty-five million international tourists traveled the world (high light R.B P 2).

With the development of tourism, regulations for the industry were necessary, thus the governments became involved, and the creation of a regulatory agency, the Ministry's of Tourism were created to enforce the regulation for the industry, standards for the resort, travel agencies, and bureaus of tourism. Spatial distribution of tourism supply, that is to say facilities and resources for the tourists are conveniently located, historical towns and attractions and should be centrally located to be the areas of visit as well as the distribution of the local hotels. The location and spatial distribution of the hotels should match with the urban centers and tourist attractions (Taghavi and Ali, 2009).

In 2012, international tourists travel to holiday resorts, and local tourist to local-fun-spots, calculated at a Figure of over 1,035,000,000 worldwide. The average 9% share of GDP directly and indirectly related to tourism in those countries, in 2012 and Income equivalent to 3/1 trillion dollars income was seen by those countries (UNWTO Tourism Highlights 2013 Edition, 2013). In the 1980s, income from tourism internationally has grown faster than many others industries in global trade (Rahimpour, 2012).

In the early parts of 1980's global tourism figures were, 25 million tourists, in 1950, and 2780 million in 1980, World trade in services has grown rapidly, especially in countries with advanced economies. (UNWTO Tourism Highlights 2013 Edition, 2013).

Developed countries have realized that tourism will be an opportunity for growth in this world trade of traveling. The tourism industry, with all its advantages, and its fragilities strongly depends on the political relations between countries and global security. For example, after the terrorist attacks of 11th September had a terrifying effect on the tourism industry in the Caribbean (Ibrahimi and Associates, 2009).

2.2. Advertisings and Its Role on Tourism

There are various ways to increase the market in the tourism industry. The use of a brand name in getting the public's attention works well or method of regional cooperation in tourism (Rong and Mu, 2013), however, the use of advertising as the primary means of success requires a carefully analysis of the tools in the fields of scientific, social and economic behavior. Advertising is defined as the activity or profession of producing advertisements for commercial products or services (Moradkhani, 2014).

The tourism industry must use advertising as the primary tool for its professional gain. The successful promotion of tourism in each country is based on cultural values, and the professionals understanding of advertising and its values.

Professional advertising can be seen as a winning tool for the economic development both inside and outside of the given country. Inappropriate, insufficient, inadequate advertising can be waste of money and energy. The advertiser is required to identify the target audience and tourism and which will increase tourism, investments and other positive behavior dependent on the volume of the advertising aimed to attract the tourists.

Discussion and results in tourism advertising, in print, television and radio stations, each stage has a specific affect on tourism industry. Each country's tourism industry can generally be measured by its ability and plan and after reviewing the country's interest and need for the industry; then strategies can be planned and improve the development of the industry (Ketabchi and Mohammad, 2004).

Nevertheless, when is advertising not enough?

How to plan an advertisement for a positive effect on the industry?

The newest method recent used for advertising is slogans. The manner in which the facts has a greater effect on the audience's mind. However, an advertising slogan must five questions to answer.

1. What is the slogans value and it proposition?
2. Who will find the proposition meaningful?
3. How does the slogan differentiate the destination from these in the competitive set?
4. How is the message lively to be memorable?
5. Has the proposition been designed to the long term? (Pike, 2004)

Of course, sometimes accompanied by changing is the name of the country and other times even the name of the country, not taken into account and sometimes a combination of both.

For example, is this motto Hungary?

“You are from hungry. Are you hungry?”

Also, sometimes may be used for a country or region to introduce the concepts of a political slogans (Vary, 2010). Some of these famous advertising slogans mentioned in the following table.

Innuendo	I feel Slovenia Naturally Nepal – Once is not enough
Tactile	Lithuania – See It! Feel It! Love It! Anguilla – Feeling is Believing
Google translate	Greece – You in Greece Slovakia – Little big country
Disturbing	Panama – It stays in you Colombia – The only risk is wanting to stay
Overexcited	Smile! You are in Spain! Incredible !ndia
Odd	Jump into Ireland Visit Bangladesh before tourists come
Epic	Montenegro – Wild Beauty The Kingdom of Swaziland – A Royal Experience Egypt – Where it all begins
Clean and simple	Germany – The travel destination Go to Hungary

(Coldwell, 2013)

In addition, we can see that whenever combined together along with the slogan, pictures certainly the response of the viewer to look at the original document image is a two hundredfold. For example, there are two type of design that is illustrated in photo below. One of them is in Amsterdam in the Netherlands and another picture of a beach in Fiji.



(Bigman, 2013)



(Coldwell, 2013)

Another method is the use of a logo as more effective advertisement. Since a logo has a special effect visual on the reader's mind, it can easily be distinguished from all other trademarks. For instance, Joan Miro designed the logo for Spain. The Sun and Culture logo is become one of the most recognized symbols in the tourism industry. Tourist's logos are used in a variety of graphics. Such as country name, flag, sun, flowers and animals for each country (Vary, 2010) Table 2.

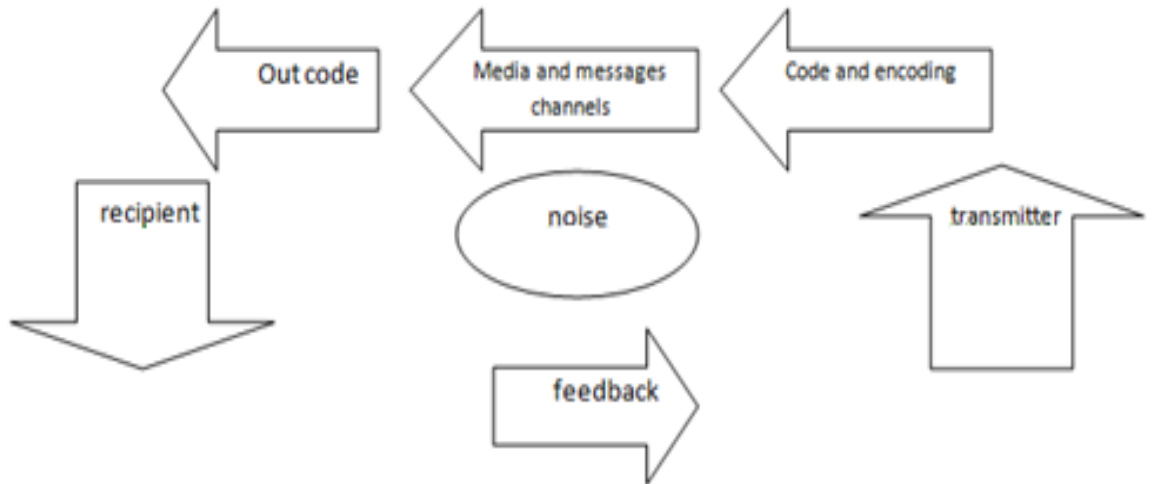
Therefore, advertising is the means by which the necessary information is given on tourist and tourist areas, used to convince them to travel. In fact, advertising is includes taking advantage of the written media (Video and Audio) to send the message to different consumers in travel and tourism, with the aim of getting an immediate response from the consumer market.

The types of well -known logos are visible in the below.



(Hardy, 2009)

Figure-1. The role of the media in communicating with description



(Ibrahimi and Associates, 2009)

2.3. Explain the Figure

There are five transmitters, encryption, media, and the recipient out of code in establishing a relationship. Moreover, this connection is completed when the feedback is received, in between nuisance factor or noise cause problems in the relationship or hindering the development of the relationship.

2.4. Propagation Strategy has Two Main Pillars

Spreading the message and selecting the desired media for the advertisement, most applications provide messages and the corporations did the media selection independently in the past. Most of the decision planning for media was secondary, as compared to the process of creating the message.

Nowadays, a variety of media, and staggering costs, and focused strategy in marketing to target the tourist, has led to tasks for selecting the media that will become more important.

The media is a way to convey your message to the market (consumer). The main objective of this program is to achieve a medium of communication with the client, and this connection should be done at a minimal expense but with maximum efficiency as noted in the picture above.

2.5. To Create a Connection

To create a connection is a necessity to exist in the media or communication channel for promotional activities in the tourism industry; today's publicity and advertising costs, which can be expensive, should be viewed as a substantial investment and advancement towards the goals of your organization and national status.

In conjunction with this goal, a significant increase in marketing and advertising should be considered. Clearly, we can say that the marketing and promotional advertising is essential to the successful development of tourism industry (Ibrahimi and Associates, 2009)

2.6. Effective Means of Tourism Promotion Include

Books on Country Studies(City or Region), compact disks offering advertising, information brochure, internet sites, emails, radio, posters, television, press, direct mail, database, tourist information centers and Displays (Masouleh and Morteza, 2002). So, in order to promoting domestic tourism, radio and television, advertising is likely to be used (Dos, 2007). However, in recent years due to the increased use of internet and electronic advertising this method is found to be more effective than the others are. For the businessperson online advertising has made it cost-effective method as compared to other methods of advertising (Sab, 2011).

Observation and experience have shown how group package tourist react to the various grouping of advertisements', and the degree of effectiveness it will have towards the purchasing power of the consumer, this will be based on the components of the package and its presentation will thus entice the consumer to purchase the package or not (Kou-ching *et al.*, 2007).

The preliminary conclusions obtained in this study were that the internet as a marketing and communications tool is primarily used in the tourism industry. Therefore, it is not surprising that the previous research has described of the structural relationship between tourism and the internet-based advertising (Shwu-Ing *et al.*, 2008).

What is certain, and of importance and effectiveness's the role of today's advertising industry, and its ability to reach-out and communicate with the people who are more who are more accustomed to using traditional materials.

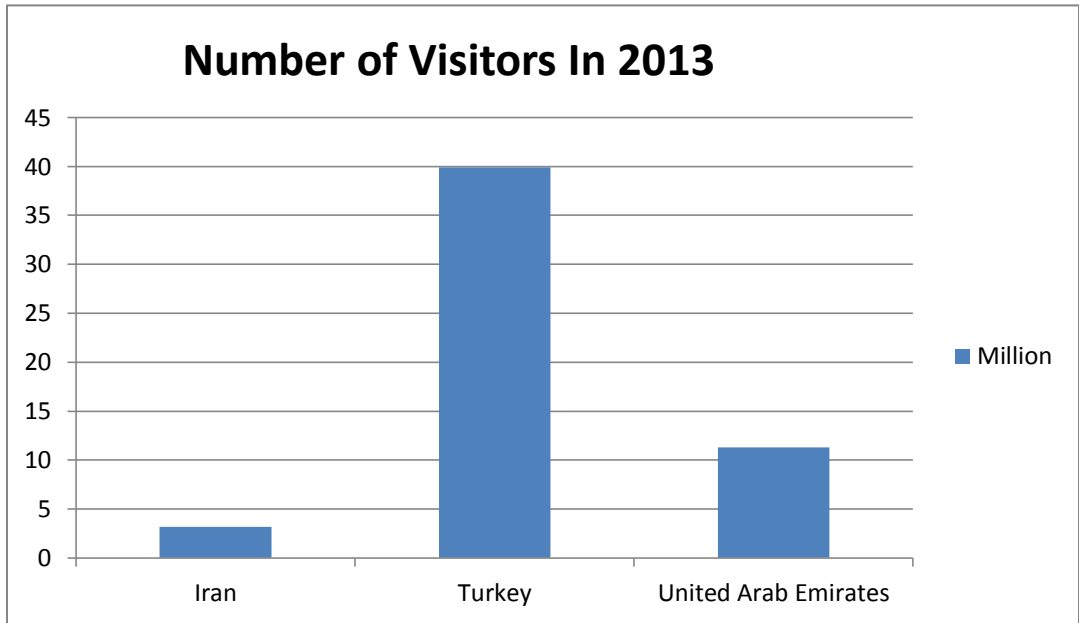
Travel brochures are an effective advertising tool as they contain valuable information about the city the tourist is visiting and the maps therein.

Posters are also a popular and effective tool in the promotion and advancement for this industry, as well as alerting the consumer of travel locations and/or travel agency, which have re-opened for business... Public Broadcasting offering engaging destination posters should take a picture, and use these coupons to offset expenses (Dos, 2007).

While modern advertising would be more effective for the discerning individuals, based on a combination of advertising methods, new steps have been taken which demonstrate the effectiveness of this mode in advertising as a more effective method than the previous methods (Wen-bin *et al.*, 2007).

In fact, the use of valuable innovative tools to create and maintain a links between the advertising and public relations areas, leads to a multicultural audience.

In the chart below shown the number of tourists who visited three countries in the same area , Middle East , Iran , Turkey and United Arab Emirates in 2013. Turkey and United Arab Emirates have popular logo , to compare with Iran without any logo or slogan .



Data Source: ([Http://www.wttc.org](http://www.wttc.org), 2014)

3. CONCLUSIONS

As previously stated advertising strategy, have two main pillars, .the message and the selection and use of correct media in which to advertise the message.

In addition, the method and language of the advertisement is one of the most basic decisions. Moreover, should logically be printed and or spoken the native language of that country. In addition, an advantage which could be of importance, is to consider the use of the internationally accepted language (i.e. English) when advertising as this may increase the number of interested customers.

As stated previously the advertising strategy has two main pillars, to create a message and choosing the appropriate media for advertisers. The method and language of the advertisement is one of the most basic decisions. In addition, should logically be printed and or spoken the native language of that country. Additionally, an advantage which could be of importance, is to consider the use of the internationally accepted language (i.e. English) when advertising as this may increase the number of interested customers.

Another suggestion is to use an advertising slogan and/or logo. The motto of the logo helps clarify the visitors understanding and purpose of the agency's trip and itinerary, for example, religious, cultural, etc.

The World Tourism Organization statistics that are published every year s show the tourism markets as six marketable areas, Africa, America, Europe, East Asia and Pacific countries, South Asia and Middle East splits, Set-up advertising programs that should target these markets. Therefore, the conclusion is that advertising awareness is a necessity and an unavoidable requirement, because the purpose of this type of advertising makes available any new products, when introduced to assist in to creating the market demand.

4. SUGGESTIONS

The purpose of boosting domestic tourism and even overseas as a national strategy, the following points should be noted.

1. Persuade of the international tourist to come to Iran with the appropriate advertising
2. Tour leaders to raise the level of knowledge and information on domestic and foreign travel.
3. Use International Advertising as a primary tool to bring a closer and clearer understanding of the Iranian culture and the Persian Gulf area.
4. Providing short films, documentaries and short Teaser showing the internal and external networks.
5. Raise the quality of services provided by hotels and airlines

REFERENCES

- Bigman, A., 2013. 99 designs. Available from <http://99designs.com/designer-blog/2013/03/12/the-best-and-worst-of-the-worlds-tourism-destination-logos/> [Accessed 05 20, 2014].
- Coldwell, W., 2013. Theguardian. Available from <http://www.theguardian.com/travel/2013/nov/21/tourism-slogans-around-the-world> [Accessed 05 20, 2014].
- Dos, W.R., 2007. Tourism management. First. Translated by Seyyed Mohammad Izadi and Davoud Aerab. Tehran: Publications Office of Cultural Research.
- Hardy, G., 2009. Downwithdesign. Available from <http://www.downwithdesign.com/logo-design/brands-of-the-land-travel-tourism-logos/> [Accessed 05 07, 2014].
- <http://www.wttc.org>, 2014. www.wttc.org; <http://wttc-infographic.org>. [Accessed 7, 27, 2014].
- Ibrahimi and Associates, 2009. The effect of advertising on tourists. International tourists in Esfahan. Geography and Development: 139-156.
- Ketabchi and M. Mohammad, 2004. Marketing of travel and tourism. Tehran: Feres.
- Kou-ching, W., C. Shu-Hui, S. Che-Jen and T. Hsin-Yi, 2007. Move information, stronger effectiveness different group package tour advertising components on web page. Journal of Business Research, 60: 382-387.
- Masouleh and T. Morteza, 2002. Tools international tourism advertising. Journal of Marketing Specialist: 13-17.
- Moradkhani, M., 2014. Trend of tourism in Iran with emphasise of Zorastrian places. Dissertation. Tehran: Islamic Azad University , Science and Research Branch.
- Pike, S., 2004. Destination brand positioning slogans-towards the development of a set of accountability criteria. Acta Turistica: 102-124.
- Rahimi, S. and A.Z. Mohammad, 2012. Creative branding in tourism destinations. Third International Confrance of Brand In Tourism. Tehran: Tourismbrands.ir, pp: 1-12.
- Rahimpour, A., 2012. Comparative study logos, slogans and tourism destination markets and the reasons for the purposes of this market in the international tourism trade .Third International Confrance of Brand In Tourism. Tehran : Tourismbrands. Ir, pp: 100-114.
- Rong, W. and Z. Mu, 2013. Reasearch on the tourism effect and marketing sterategy of convention and exposition industry, a case study of Shenzhen city of China. Journal of Service Science and Management 6: 151-159.

- Sab, J., 2011. A study to investigate online advertising tools, the degree of usage and consumer preferences , online advertising in the tourism industry and its impact on the consumers. *Tourism and Management Studies*: 101-107.
- Salehi, H., 2014. Study concept of geoeconomics by emphasizing the capabilities in the tourism industry. Dissertation. Tehran: Islamic Azad University, Science and Research Branch of Tehran.
- Shwu-Ing, W., W. Pao-lien and C. Jui-Ho, 2008. Influential factors and relational structure of internet baner advertising in the tourism industruy. *Tourism Management*, 29: 221-236.
- Taghavi, M. and G.S. Ali, 2009. Effective factors on the growth. *Economic Bulletin*, 3: 157-172.
- UNWTO Tourism Highlights 2013 Edition, 2013. UNWTO. Available from <http://mkt.unwto.org/publication/unwto-tourism-highlights-2013-edition> [Accessed 05 27, 2014].
- Vary, A.P., 2010. Country slogans and logos: Findings of a bench marketing study. 8th International Conference on Management, Enterprise and Benchmarking. Budapest. pp: 199-208.
- Wen-bin, C., W. Chin-sheng and L. Hsin-yi, 2007. Virtual experience vs. Brochures in the advertisement of scenic spots: How cognitive preferences and order effects influence advertising effects on consumers. *Tourism Management*, 29: 146-150.